Make your website a success!

Why are some websites a joy to use, and others are just frustrating? Why do some designs draw you in, while others put you off? Most importantly, how can you make sure that that your own website is easy for everyone to use, and helps you to achieve your business or life goals?

Web Design in Easy Steps shows you how to build a website that looks great and delights visitors. Among other things, you’ll discover:

- What makes a website that people really love
- The page layout and navigation patterns of top sites
- How to use HTML, CSS and Javascript to build your site
- What will help your website rocket up the search engine rankings
- How to join the ecommerce revolution by integrating a shopping cart
- Ways to bring your site to life with animation, video, and audio
- How to add a social dimension with comments, Facebook and Twitter

Newly updated to cover developments such as the mobile Internet, HTML5 and integration with social networks, this book guides you through the complete process of creating a website. It takes you from your first plans, through design and construction, to finally launching your site and measuring its success. Along the way, you’ll learn from some of the most successful websites and will find out the right way to build your site, using the best of today’s tools and technologies.
## Contents

### 1 The Web Design Challenge

- The Goal of This Book: 10
- The Diversity of Devices: 11
- How Devices Affect Design: 12
- Introducing Key Technologies: 14
- Degrading Gracefully: 16
- What About Mobile?: 17
- Understanding Accessibility: 18
- Top Accessibility Principles: 19
- DIY or Outsource?: 21
- How to Set Up Your Website: 22

### 2 Planning Your Website

- The Purpose of Your Website: 24
- How Will You Compete?: 26
- Understanding Your Visitors: 27
- Creating a Sitemap: 28
- Planning Interaction: 30
- Hosting Your Website: 31
- Why Domain Names Matter: 32
- 8 Domain Name Buying Tips: 33
- Domain Name Pitfalls: 34
- Working With Web Designers: 35

### 3 Creating Effective Website Content

- Ideas For Content: 38
- How Web Writing Differs: 40
- 8 Top Web Writing Tips: 41
- Images That Work: 42
- Finding Photos on Flickr: 44
- Creating a Cartoon: 45
- Compressing Images: 46
- Adding a Map to Your Site: 48
## Layout and Design

- The Role of Your Design: 50
- Fixed or Flexible?: 51
- Using the Grid: 53
- Tips for Good Alignment: 54
- Thinking Above the Fold: 55
- Organizing Information: 56
- Creating a Color Scheme: 57
- Using Gradients: 59
- Choosing Fonts: 60
- What is Your Look and Feel?: 61
- The Right Look and Feel: 62

## Designing Effective Navigation

- What is Navigation?: 64
- Laying Out Your Navigation: 65
- Grouping the Options: 67
- Tabbed Navigation: 68
- Dropdown Menus: 70
- Using Icons: 72
- The Role of the Homepage: 74
- You are Here...: 76
- Encouraging Exploration: 78
- Adding a Search Engine: 80
- Effective Error Messages: 82
- 14 Tips for Effective Links: 83

## HTML: The Language of the Web

- What is HTML?: 86
- Structuring Your HTML Pages: 87
- Adding Pictures: 88
- Adding Links: 89
- Creating Tables: 90
- More Advanced Tables: 92
- What is a Web Form?: 93
- Choosing Form Elements: 94
- Using The Input Tag: 96
- Using Other Form Elements: 98
- Creating Lists: 99
- The Art Of Good HTML: 100
- Your Next Steps With HTML: 102
- Reference: Structure: 103
- Reference: Header: 104
- Reference: Text and Forms: 105
- Tables, Lists, Links, Images: 106
Content Management Systems

What is a CMS? 194
What is Wordpress? 195
Setting Up Wordpress 196
Adding Pages 198
Adding Posts 199
Managing Comments 200

Testing and Launching

When is it Ready to Launch? 202
Testing Your Website 203
Technical Testing 204
Usability Testing 205
Publishing Your Site by FTP 206
Updating Your Website 208

Promoting Your Website

Introducing Search Results 210
How People Search 211
Researching Key Phrases 212
Where to Put Search Terms 214
7 Top Tips for SEO 216
Submit Your Website 217
Using Keyword Advertising 218
Display Advertising 220
More Promotion Tips 221
Bringing Visitors Back Again 222
Your layout needs to communicate order and consistency, so the design looks professional and is easy to use. The fonts, colors, textures and images you choose will combine to create the look and feel of your website.

50 The Role of Your Design
51 Fixed or Flexible?
53 Using the Grid
54 Tips for Good Alignment
55 Thinking Above the Fold
56 Organizing Information
57 Creating a Color Scheme
59 Using Gradients
60 Choosing Fonts
61 What is Your Look and Feel?
62 The Right Look and Feel
The Role of Your Design

Now that you’ve spent some time planning and creating content, it’s time to look at the layout and design of your web pages. Your website design needs to achieve the following goals:

- **Encourage engagement.** Your website design needs to inspire visitors to look around your site and spend some time there. It’s easy to focus on this aspect of the design, but don’t get carried away. Keep the purpose of your site in mind throughout its development, otherwise you might end up with something that is beautiful, but otherwise useless. Different styles will resonate with different audiences, which is why it’s important to understand your target visitors first.

- **Communicate order.** Whether you have five pages or five hundred, your website design needs to make it easy for people to understand which pages are more important, and which parts of each page are most important.

- **Define the boundaries of the website.** Because people can move between websites so easily, it’s important that they understand when this has happened. Using a consistent design across your web pages helps to reassure visitors that they are still on your website. You can create different layouts for different page types (your homepage and product pages are bound to look different, for example), but these should share the same design elements. Avoid using radically different color schemes or graphic styles on different pages, otherwise visitors might think they’ve gone to a different website. Anything that makes the visitor think about using your website, instead of just getting on with doing so, is a barrier to your site achieving its goals.

- **Feel easy-to-use.** Your site navigation needs to feel intuitive to visitors, so that they can easily find things. They want to spend time using your content, not trying to figure out how to find it. Navigation is so important that Chapter 5 is dedicated to it.

- **Inspire confidence.** If you have a site that visitors consider to be professionally designed, they’re more likely to come back or spend money with you. People will (sometimes subconsciously) judge the quality of your expertise or services based on how professional your website looks.
Fixed or Flexible?

One of the challenges of website design is that you don’t know how large the user’s web browser window will be. Screen sizes vary greatly, and people often resize their browser window so that they can see more than one application on screen, side by side.

The website design is typically contained in a box on the screen (a container box). Sometimes this box has no border, so it’s invisible. But how the size of that box is defined governs what happens to the whole web page, at different screen and window sizes. There are several common strategies for dealing with the uncertainty of different screen and window sizes.

**Fixed width design**

Fixed width is perhaps the most popular solution to the challenge of different screen sizes. In a fixed width design, the container box has a width that is always the same size. This gives the designer the most control over the look of the final web page, so it makes it easier to create pages that consistently look good.

It takes control away from users, though. If they shrink the browser window, they might have to scroll horizontally as well as vertically to see everything, which is annoying. Users with big screens see the website at a smaller size than their screen could display, but the content remains easy to navigate and read.

On a smaller screen, there is less white space at the sides, and less of the page’s height is visible at once. But the core design is preserved, and the web designer remains in control. The Guardian (www.guardian.co.uk) has built one of the many sites that use this strategy.

**How wide should your fixed width design be?**

W3Counter (www.w3counter.com/globstats.php) publishes screen resolution data based on visitors to over 40,000 websites. In September 2010, only 2.2% of people still used 800x600 screens. Most had at least 1024x768 resolution. Designers often use a fixed width of 960 pixels, which leaves space for the scrollbar and other browser features. 960 is also easily divisible into columns.

Above: The Guardian website on a narrow monitor.

Left: The Guardian website on a wide monitor.

If you already have a website, use your web analytics to measure the screen resolution your visitors have. The global trends in screen size are less important than what your audience actually uses. Websites that cater for corporate or public sector markets could find screen sizes lag considerably behind the web population, as a whole.
Flexible design
In a flexible design, the website design stretches or shrinks to the size of the browser window.

This strategy reduces the amount of scrolling users have to do, because the content can make optimal use of the screen space available. You can combine a flexible design with a maximum width, so that the site scales down for smaller screens and windows, but doesn’t become too wide to read comfortably on large monitors. Flexible design is hard to do well, because everybody sees a different amount of content on screen depending on the size of their monitor and/or browser window.

The Broads Authority (www.broads-authority.gov.uk) uses a flexible design with a maximum width. The content columns expand to use the available space, but the maximum width stops them from becoming too wide.

Variable content design
Some sites show additional content to users who have larger screens. This needs to be non-essential bonus content, because not everyone will see it. Amazon is a good example of this. Its main books page, for example, expands horizontally to show more books when viewed on a wider screen.

...cont’d
Using the Grid

Web designers often use a grid to help them position content on screen, within the container box.

Grids are routinely used for designing print products. Newspapers, for example, use column-based layouts. Sometimes, a headline or a picture might span two, three or four columns. But it rarely spans two and a half columns, because that tends to look messy. Whether you’re working in print or online, if you can line up blocks of content, it makes your design look tidier.

Take a look at the website for the Drupal content management system (www.drupal.org). The grey stripes have been overlaid to show the 12 column grid that is the foundation of this design.

The top blue section is divided into two halves. The first white section contains three boxes, all aligned to the same grid. Some of the content within these boxes is centered, but most of it sits tightly against the edge of the column. Towards the bottom of the page, the design is two-column again, and aligned to the same grid. Notice how well all the content on the left is aligned, from the logo down to the footer links.

Not everything has to sit rigidly on the grid: you can break out of it for emphasis, and to create some pace in the design. But, if nothing lines up, a web page can look amateurish or chaotic.

The free 960 Grid System (www.960.gs), developed by Nathan Smith, provides CSS templates you can use to help build your grid-based layout. It also includes sketch sheets you can print out to help you plan a 12, 16 or 24 column design.

To stop the design looking too blocky, don’t put a border around all your content boxes. You can also use curves in your design, like Orion Advisor Services (www.orionadvisor.com).
Tips for Good Alignment

To ensure your web page lines up well, follow these steps:

1. Mark up your content correctly, using the right HTML tags, to identify a heading or a list item, for example. By default, HTML brings consistency, ensuring that all headlines and bullets line up. You’ll learn more about HTML in Chapter 6.

2. Take care when adding spacing using CSS (changing the padding and margin around an element). This can introduce inconsistencies that throw out the natural alignment that HTML gives you. You’ll learn how to control spacing using CSS in Chapter 7.

3. Be careful if you’re using a visual editing system to build your web pages. They will often let you place content wherever you want on the page, but won’t alert you if you’re a few pixels out in lining things up. That can lead to designs that look sloppy.

4. It’s easier to create a strong alignment, and the impression of good design that goes with it, if you align content with the left or right edge of the page or content box. If you center content, the alignment is harder to see. Centered paragraphs are also harder to read, because the start of each line is harder to find. Newcomers often want to center everything, but you should limit your use of center alignment to a few carefully selected parts of your design.
Avoid having deep pages that require too much scrolling. Consider splitting a long article into lots of shorter articles. It’s easier to navigate, and can help your search rankings, too.

Thinking Above the Fold

As well as column based layouts, there’s another idea the web has borrowed from the newspaper industry: the fold.

When broadsheet newspapers are laid out for sale, they’re folded down the middle and only the top half can be seen. The bit that’s on show is said to be “above the fold”. Newspapers are designed to have their major headlines and photos in this top half of the page, so that people are drawn to them and pick up the paper. The newspaper’s branding also appears prominently in this top half, so that people can recognise it immediately.

In web design, the term “above the fold” is used to refer to the first screenful of content. It’s what people can see without having to scroll the page, so it is their first impression of your website. It’s essential that your website’s identity or branding, and its navigation, appears above the fold. By having multiple columns of text, you can also start several different stories above the fold and invite people to click to read more or scroll down the page to finish reading.

Of course, the fold doesn’t appear at the same place for everyone. It varies depending on the screen resolution, browser used, and the number of browser toolbars in use. If you’re assuming a minimum screen height of 768 pixels, a good place to think of the fold is being 575-590 pixels down the page. But remember that this is the minimum and that people will see lots of different sized screenfuls.

People don’t always notice the scrollbar, so you need to provide a visual cue to encourage people to scroll down the page. An easy way to do this is to box some of the content, and stagger where the boxes end. People will understand that if they can’t see the bottom border of the box, they haven’t seen everything.
Organizing Information

Within each web page, you need to create a hierarchy of information. It needs to be easy for visitors to see what’s most important on any given page, and easy for them to skim-read the page to find what they’re looking for.

Think of it like a newspaper. The size of the headlines, and their position on the page, tells you a lot about the relative importance of different stories.

Here are some tips for organizing the content on your web page:

- Larger text looks more important than smaller text.
- Things higher up the page tend to be more important than things further down the page.
- Be consistent. If you have 20 different sizes of text, it will be difficult for people to gauge their relative importance. Use up to three different types of headings which are consistently formatted. Using the HTML <h1> to <h3> tags correctly will enforce consistency by default.
- Use bulleted lists and subheadings to structure your content. You can create them using HTML, so they’re part of the language of navigating the web.
- You can use contrasting color or spacing around elements to call attention to them. Audiobook company Audible (www.audible.com), for example, could use a text link that says “continue” to bring people into its subscription process. But it uses a bright orange button with space around it, so that there’s no mistaking the most important action on this page.

Make your navigation stand out. Use color, text size, or spacing to make it immediately obvious to visitors. While your text and other content has to be there, most of the time, people are just skim-reading it to find the next link they need.

Proximity helps communicate meaning. Don’t put half your navigation links on the left and half on the right: they belong together. Make sure your headings are closer to the content they title, rather than the content above.

People ignore things they think are adverts. So don’t make your content or navigation look the same size and shape as an advert (see Chapter 15 for standard advert sizes). Take care with positioning important content on the right, too. Adverts are often placed here, so content there might be more easily overlooked.
Creating a Color Scheme

The typical computer can display millions of colors, so how do you choose a handful that work well? The good news is that there are lots of tools that encapsulate the important color design theories, and they’re often free. Here’s a suggested approach:

1. Think of a starting color. You could take it from your company logo, your favorite color, or from the association of a color with a particular meaning or mood. Red spells danger or romance, green references nature, and blue communicates stability, for example. If you have an image that will be a prominent part of your design, you could take the color from that. The pipette tool in Photoshop can be used to grab a color from a photo, so you can find out its RGB color number.

2. Open a color scheme tool. You can find one at www.colorschemedesigner.com, and Adobe has one called Kuler at http://kuler.adobe.com. You might have one built in to your web design software or image editing software too.

Above: The CoffeeCup HTML Editor includes a color scheme creator.

Hot tip

You can often change the personality of your palette by using tints and shades instead of the pure color. You get a tint when you add white to a color. You get a shade when you add black to a color. A monochromatic color scheme consists solely of tints and shades of one color, like a sepia photograph.

Don’t forget

Although the color wheels make it easy and fun to create a color scheme, they encapsulate important design theories. If you just make up your own set of colors, without reference to the color wheel, there’s a good chance they’ll clash.
Choose your starting color. You usually do this by clicking it on a color wheel. Using Kuler, you can also type in a hex value of the color or its RGB value.

Choose what type of color scheme you would like to create. You have several options here. A monochromatic scheme uses shades of one color. A complementary scheme uses two colors that are directly opposite each other on the color wheel. A triad uses three colors that are the same distance apart on the wheel. There’s also a split complement triad, which uses one color, and the two colors beside its complement on the other side of the wheel. An analogous color scheme uses colors that are next to each other on the color wheel. Experiment to see what works well for you.

Note the color numbers in the palette provided. You’ll need to put them in your CSS code later.

To make sure that your site is easy for everyone to read, it’s important to make sure there is enough contrast between your foreground and background colors. Take a screen grab of your color combination (text on background) and then use an art package to make it grayscale, to see how legible it is. Alternatively, enter your colors into the Color Contrast Check at http://snook.ca/technical/colour_contrast/colour.html. It will tell you whether your colors comply with accessibility guidelines.

Don’t be afraid to use black on white for large areas of text. It offers the best contrast, so it’s easy to read. Most of the major websites (including search engines, news sites, shops, and social networks) use black text on a white background for their core content.

Above: Contrast-A, by Das Plankton, offers much more in-depth analysis of contrast. It’s free to use at http://www.dasplankton.de/ContrastA/ and can also be downloaded for free from the Adobe Marketplace.

Right: The Color Contrast Checker helps you make sure your foreground and background colors make a legible combination.
Using Gradients

Solid blocks of color can be overwhelming, if the color is a warm one like red or yellow, or might just look a bit flat if not. That’s why websites often use a gradient instead, where one color fades into another. The easiest way to do this is to create a background image that represents part of the gradient, and then repeat it.

For example, this stripe of color:

is set as a repeating background on the website for web surfing game Wild Mood Swings (www.wildmoodswings.co.uk), like this:

You can use a gradient to soften any area of color, however big it is. You could apply a gradient image as the background to a button, to give it a 3D look that makes it stand out.

Fresh Books (www.freshbooks.com) uses a gradient on its navigation tab and its button, as well as in its blue background. Central Snowsports (www.centralsnowsports.com.au) uses gradients in its predominantly pink design, to create a sense of texture.

Hot tip

You can also put an image in the background, to add texture to your page. You could use a photo of wood or a wall, or something more subtle, like sand. Carbon offsetting company Carbonica (www.carbonica.org) uses a photo of brown paper in the background, to complement the cloth texture in its design.

Hot tip

The design gains a sense of unity when a few well-selected colors are repeated throughout the design. Fresh Books uses the same contrasting green color to call attention to its navigation tab and its pricing button, for example. The site could have used two different colors, but it looks better to repeat one.
Choosing Fonts

The style of text you use on your website has a huge impact on its design. Some fonts are playful, some are business-like; some speak of tradition, while others look futuristic. All this information is conveyed before somebody has even read what the text says.

You should use fonts that convey the personality of your site, where possible, although there are lots of technical limitations on this. When the web browser displays text, it uses the fonts on the visitor's PC. That means you're limited to a relatively small set of safe fonts if you want everyone to see the same thing.

However, you can give the browser a list of font options, so you could request a daring and relatively rare font and give the browser a safe substitute if that font isn’t available. You could use a font that comes with Adobe Creative Suite or Microsoft Office, for people who have those packages, for example, and declare a basic font that comes with the operating system, as a back-up.

For small pieces of text, such as a headline, you could create a picture that shows the text and put that in your web page. That approach is always used for logos, and could also be used for small headlines, but it should be used selectively. It makes your web page slower to load, creates a lot of work for you, in building and editing the site, and makes it harder for search engines and users of assistive technology to understand your content. If you’re using Flash, you can embed a font in your Flash file, too, so you can send the font over the internet with your content.

Pay attention to the size of the text and its color. Some fonts look good at larger sizes but not at smaller, and vice versa. You can use color to change how heavy the font looks on screen, too. A big blocky font can be softened by changing its color from black to blue, for example.

Don’t get carried away with fancy fonts: remember the most important thing is that people can comfortably read your message.

See Chapter 7 for details of which fonts are safe to use in your content, and advice on using CSS to style your web page content.

If you specify very different fonts, test your website to see how it displays with each of them. Sometimes the spacing of text changes significantly when different fonts are used.
What is Your Look and Feel?

The look and feel of your website is what results from all the decisions you make about its content and design.

It is a combination of:

- The images you use. Both the style of your content images and photography, and the choice and arrangement of any decorative images.
- The attitude suggested by your text, and the language it uses.
- The color scheme you have chosen.
- The fonts you use to convey your information and draw attention to important elements.
- The way you arrange elements on the page to accentuate what is important.

You need all these elements to work in harmony. If you were promoting an industrial rock band and had lots of metallic textured images, it would look strange to have a fancy handwritten font, or lots of bright kid-friendly colors. Sometimes you can subvert conventional wisdom, but it’s usually better to play it safe.

Using design elements consistently sends a signal to your visitors that you’ve paid attention to the details. It’s easy to put things onto a screen. It takes more care to combine them so that they look like they belong together in a single design. Work within a palette of four or five colors (plus shades or tints, as appropriate). Make the spacing between different elements on your web page consistent. Choose one or two fonts and use them throughout.

The rule of thumb is that, if things look similar, they should be exactly the same. If they’re nearly the same, it just looks sloppy. If you don’t want things to look the same, then make them radically different. Leave no doubt that you have deviated from the norm to add contrast or emphasis, or to call attention to them.

When you’re developing the elements of your look and feel, keep your intended audience in mind. Think about the kinds of magazines they read, the TV shows they might watch, the films they prefer, and their favorite websites (until yours is built, at least). Use a visual language that will make them feel at home.

Professionals often create the look and feel in an art package, like Photoshop. They make an image of the whole web page. This image can then be sliced up to make the background and foreground images that will form part of the finished website.
The Right Look and Feel

To understand the importance of the look and feel, let's take a look at three websites that cater for different audiences.

Saga (www.saga.co.uk) offers services, including insurance and holidays, to the over 50s. The homepage is clear and easy to navigate but offers lots of options. It’s designed to work on an older computer with an 800x600 screen and has an option to enlarge the text.

The Mr Men website (www.mrmen.com/uk) is designed for children to use by themselves. There are few navigation options, which are shown using bold icons. The color palette is bold and exciting, and Flash animation is used to bring the characters to life. A voice tells children what the buttons mean when they roll the mouse over them.

The website for heavy rock magazine Metal Hammer (www.metalhammer.co.uk) has a gritty and dirty look to it, with paint and blood splattered in the background. It reflects the look of the magazine and the aesthetics of heavy metal album artwork.

Don’t let brand guidelines constrain you into creating a poor web experience. Sometimes there’s a conflict between a company’s brand and what works well on the web. Large companies often revise their offline brand guidelines, for consistency with the website, rather than forcing the web to adopt a style that was developed for print. Many companies believe the most important thing is that the website offers a consistent experience that is an extension of the brand, and not necessarily that it replicates the printed materials.

I've chosen obviously contrasting examples here, but you can see that if you swapped the design of these websites around, their audiences would be repelled. You don’t have to use guesswork. You can invite members of your audience to give you feedback on every stage of your design.
### Symbols
- 3D look: 59
- 960 Grid System: 53, 131

### A
  - accessibility checkers: 20
  - alternative text: 19
  - Web Content Accessibility Guidelines (WCAG): 20
- Adobe Dreamweaver: 171–174
  - snippets: 174
  - templates: 172
  - website preview: 172
  - widgets browser: 173
- Adobe Flash: 15, 79, 159–166
  - adding animation: 163–166
  - adding audio: 162
  - add video: 161
  - adverts made in: 220
  - progress meter: 166
- advertising: 56, 218–220
  - IAB advert sizes: 220
  - pay-per-click (PPC): 218–219
- Adwords. *See* Google Adwords
- affiliate programs: 221
- Ajax: 15
- Alexa: 26
- aligning content: 54
- alternative text: 18, 19, 88
  - for plug-ins: 166
  - sample code: 106
- Amazon: 52, 77, 79, 177, 221
- anchor tag: 89, 106
- animation
  - Adobe Flash: 163–166
  - GIFs: 46
  - apostrophe, in Javascript: 141, 153
  - audio: 158, 162

### B
- background: 58–59, 61, 133
- back button: 84
- bandwidth: 31, 155, 224, 227
- banner advertising. *See* advertising
- Bing: 210
- bit.ly: 228
- blog: 39, 64, 66
  - tag cloud: 79
- Blogger: 192, 195
- border: 135
- border, in CSS: 116–117
- box model: 116, 135
- brackets
  - in CSS: 110
  - in HTML: 86
  - in Javascript: 141, 146
- Braille display: 11, 108
- brand guidelines: 62
- breadcrumb trails: 77
- browsers: 11, 13, 108, 208
- browser trends: 52
- bulleted lists: 56, 99
- buttons
  - in forms: 94
  - shopping cart: 180–183
  - using CSS: 128

### C
- cartoon images: 45
- cascading style sheets. *See* CSS
- checkboxes: 94
- checking form fields: 147
- class, in CSS: 120
<table>
<thead>
<tr>
<th>Index</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>class, in HTML</td>
<td>118</td>
</tr>
<tr>
<td>class name</td>
<td>120</td>
</tr>
<tr>
<td>CoffeeCup HTML Editor</td>
<td>57</td>
</tr>
<tr>
<td>colors</td>
<td></td>
</tr>
<tr>
<td>changing using CSS</td>
<td>112–113</td>
</tr>
<tr>
<td>colorschemedesigner.com</td>
<td>57, 113</td>
</tr>
<tr>
<td>Color Contrast Checker</td>
<td>58</td>
</tr>
<tr>
<td>color schemes</td>
<td>57</td>
</tr>
<tr>
<td>gradients</td>
<td>59</td>
</tr>
<tr>
<td>hexadecimal codes</td>
<td>112</td>
</tr>
<tr>
<td>overview</td>
<td>57–59</td>
</tr>
<tr>
<td>RGBA</td>
<td>113</td>
</tr>
<tr>
<td>tools</td>
<td>57</td>
</tr>
<tr>
<td>commenting code</td>
<td></td>
</tr>
<tr>
<td>in CSS</td>
<td>136</td>
</tr>
<tr>
<td>in HTML</td>
<td>101</td>
</tr>
<tr>
<td>in Javascript</td>
<td>151</td>
</tr>
<tr>
<td>comments on your site</td>
<td>191–192</td>
</tr>
<tr>
<td>comparisons, in Javascript</td>
<td>151</td>
</tr>
<tr>
<td>compression, images</td>
<td>46–47, 88</td>
</tr>
<tr>
<td>content</td>
<td></td>
</tr>
<tr>
<td>alignment</td>
<td>54</td>
</tr>
<tr>
<td>ideas</td>
<td>38–39</td>
</tr>
<tr>
<td>content management system (CMS)</td>
<td>194</td>
</tr>
<tr>
<td>cookies</td>
<td>226</td>
</tr>
<tr>
<td>copyright</td>
<td>39, 44</td>
</tr>
<tr>
<td>copyright symbol</td>
<td>105</td>
</tr>
<tr>
<td>cost per click (CPC)</td>
<td>219</td>
</tr>
<tr>
<td>cost per mille (CPM)</td>
<td>220</td>
</tr>
<tr>
<td>Creative Commons</td>
<td>44</td>
</tr>
<tr>
<td>CSS</td>
<td>108–136</td>
</tr>
<tr>
<td>border</td>
<td>116</td>
</tr>
<tr>
<td>class</td>
<td>120</td>
</tr>
<tr>
<td>definition of class</td>
<td>14, 108</td>
</tr>
<tr>
<td>frameworks</td>
<td>131</td>
</tr>
<tr>
<td>grouping statements</td>
<td>110</td>
</tr>
<tr>
<td>margin</td>
<td>116</td>
</tr>
<tr>
<td>padding</td>
<td>116</td>
</tr>
<tr>
<td>reference tables</td>
<td>132–136</td>
</tr>
<tr>
<td>selectors</td>
<td>120</td>
</tr>
<tr>
<td>sprites</td>
<td>46</td>
</tr>
<tr>
<td>style conflict</td>
<td>111</td>
</tr>
<tr>
<td>style sheet</td>
<td>111</td>
</tr>
<tr>
<td>wrappers</td>
<td>118</td>
</tr>
<tr>
<td>customized error page</td>
<td>82</td>
</tr>
<tr>
<td>data collection. See forms</td>
<td></td>
</tr>
<tr>
<td>date, customizing content by</td>
<td>150</td>
</tr>
<tr>
<td>date picker</td>
<td>156</td>
</tr>
<tr>
<td>definitions</td>
<td></td>
</tr>
<tr>
<td>CSS</td>
<td>14</td>
</tr>
<tr>
<td>Flash</td>
<td>15</td>
</tr>
<tr>
<td>HTML</td>
<td>14</td>
</tr>
<tr>
<td>Java</td>
<td>14</td>
</tr>
<tr>
<td>Javascript</td>
<td>14</td>
</tr>
<tr>
<td>degrading gracefully</td>
<td>16</td>
</tr>
<tr>
<td>description meta tag</td>
<td>215</td>
</tr>
<tr>
<td>design</td>
<td></td>
</tr>
<tr>
<td>above the fold</td>
<td>55</td>
</tr>
<tr>
<td>alignment</td>
<td>54</td>
</tr>
<tr>
<td>dividing the page</td>
<td>118</td>
</tr>
<tr>
<td>fixed or flexible</td>
<td>51–52</td>
</tr>
<tr>
<td>for different devices</td>
<td>11, 12</td>
</tr>
<tr>
<td>for mobile devices</td>
<td>17</td>
</tr>
<tr>
<td>goals</td>
<td>50</td>
</tr>
<tr>
<td>pages in CSS</td>
<td>122–124, 134</td>
</tr>
<tr>
<td>variable content</td>
<td>52</td>
</tr>
<tr>
<td>display:none</td>
<td>130</td>
</tr>
<tr>
<td>Disqus</td>
<td>191</td>
</tr>
<tr>
<td>div tag</td>
<td>118</td>
</tr>
<tr>
<td>DOCTYPE</td>
<td>87</td>
</tr>
<tr>
<td>domain names</td>
<td>32–34</td>
</tr>
<tr>
<td>domain extensions</td>
<td>33, 34</td>
</tr>
<tr>
<td>donations, accepting</td>
<td>181</td>
</tr>
<tr>
<td>Dreamweaver. See Adobe Dreamweaver</td>
<td></td>
</tr>
<tr>
<td>dropdown menu</td>
<td>70</td>
</tr>
<tr>
<td>Drupal</td>
<td>53, 194</td>
</tr>
<tr>
<td>eBay</td>
<td>17, 70, 79, 94, 177, 219</td>
</tr>
<tr>
<td>ecommerce</td>
<td>176–183</td>
</tr>
<tr>
<td>fees</td>
<td>176</td>
</tr>
<tr>
<td>setting up PayPal</td>
<td>177–184</td>
</tr>
<tr>
<td>editors</td>
<td>169, 206</td>
</tr>
</tbody>
</table>
### F

**Facebook** 25, 64, 187
**favorites icons** 104
**filename** 32, 86, 203
**fixed width layout** 51
**Flash. See Adobe Flash**
**Flash Media Encoder** 161
**flexible width layout** 51
**Flickr** 25, 44–48, 190
**fold, content above the** 55
**folders** 32, 106
**Fontdeck** 115
**fonts** 60
  - choosing 60, 115
  - embedding in web pages 115
  - font-family 114
  - sans-serif and serif 114
**formatting**
  - stripey tables 156
  - tables for layout 92
**forms** 93–98, 105
  - compulsory fields 97
  - creating 93
  - fields/elements 94
  - HTML5 input types 97–98
  - input tag 96
  - labels 96
  - on mobile devices 95
  - reset button 95
  - submission script 93
  - validation 147–149
**forum, installing a** 186
**framework, CSS** 131
**FTP** 206–207
**functions in Javascript** 141

### G

**games** 39, 78, 139, 159
**GIFs** 46
**goals, analytics** 231
**Google** 75, 202
  - Google Adwords 210, 212, 218–219
    - cost per click (CPC) 219
  - Google Analytics 225–227
  - goals 231
  - Google Display Network 219, 219–220
  - Google Font API 115
  - Google image search 72–73
  - Google Insights for Search 212
  - Google Keyword Tool 212
  - Google Maps 48
  - Google Reader 222
  - search for your site 80
**Google Adsense** 25, 81
**gradients** 59, 163
**grid design** 53
**grouping options** 67

### H

**headers, HTML** 87, 104
**headings, in HTML** 56, 86, 100, 110
**hexadecimal** 112
**hiding content** 144
**hierarchy of information** 56
**hits. See also web analytics** 227
**homepage** 74–75
  - naming on server 207
  - optimizing for search 214
  - submitting for search 217
**hosting** 31, 207
**href** 89
**HTML** 86–106
  - adding links 89
  - adding pictures 88
  - creating tables 90
  - definition 14, 86
editors 169
header text 104
page structure 87
positioning elements 126
reference tables 103–106
using Microsoft Word 168
validation tool 102
HTML5 87, 103
document structure tags 119
form inputs 97
icons 72–73
   favorites 104
   iPod home screen 104
if...else 146
images 42–47
   <img> in HTML 88
alternative text 88
   as a link 89
compression 46–47, 88
image source 88
overlapping 126
resizing 47
stock photography 43
information box 66
information hierarchy 56
input tag 96–97
   HTML5 types 97
integrating
   with Facebook 187
   with Twitter 188
Internet Advertising Bureau 220
iPad, iPhone, iPod 11, 95, 104
Irfanview 47
Java 14
Javascript 14, 138–156
   adding to your page 140
   comparisons 151
   customising messages 150
   event name 142–143
   external files 140–156
   form validation 147
   functions 141
   hour, day, week, month 150
   jQuery library 155
   new windows 152
   photo slideshow 154
   responding to user 142
   showing and hiding content 144
   timer 143
toLowerCase 148
Joomla 194
JPEG 46
   quality level 47
jQuery 36, 155, 156
keywords
   in search 211
keyword advertising 218–219
labels, for form elements 96
landing pages 227
launching your site 202–208
   beta launch 202
layer 163
layout. See design
Like Button 187
links
**M**
- anchor tag 89, 106, 216
- checking 84
- color 76, 128
- email addresses 84
- hover links 84
- link building 221
- one way/reciprocal 216
- PDFs, linking to 84
- shortening using bit.ly 228
- tips for effective 83–84
- lists 99, 106, 127, 128–129
- styling with CSS 127
- logs, server 224
- look and feel. See design

**N**
- navbar 64, 66–67, 102, 103
- changing look 76
- creating in CSS 128–129
- navigation 64–84

**O**
- on demand printing 177
- opening new windows 84, 152
- ordered lists. See lists
- organic search 210
- outsourcing web design 21
- overlapping images 126

**P**
- padding 116
- pages/visit 227
- page views 227
- pay-per-click (PPC) 218
  - Bing 218
  - Google Adwords 218–219
- payment 177
  - accepting online 177
  - service provider 176
  - storing details 94
- PayPal 177–184
  - accepting donations 181
  - Button Factory 180
  - convert currencies 177
  - creating an account 179
  - subscriptions 181

**anchor tag** 89, 106, 216
**checking** 84
**color** 76, 128
**email addresses** 84
**hover links** 84
**link building** 221
**one way/reciprocal** 216
**PDFs, linking to** 84
**shortening using bit.ly** 228
**tips for effective** 83–84
**lists** 99, 106, 127, 128–129
**styling with CSS** 127
**logs, server** 224
**look and feel. See design**

**M**
- maps 48
- margin 116
- measuring visitors. See web analytics
- media packs 220
- menus. See navigation
- merchant account 176, 180
- meta tags 104, 215
- metrics 227–228
- Microsoft Word 22, 168
- mobile devices 11, 17
- moderating comments 192
- Movable Type 195
- MP3 158
  - adding a player 162
- multiline text box 98
- MySQL/PHP 15, 178, 203

**O**
- on demand printing 177
- opening new windows 84, 152
- ordered lists. See lists
- organic search 210
- outsourcing web design 21
- overlapping images 126

**P**
- padding 116
- pages/visit 227
- page views 227
- pay-per-click (PPC) 218
  - Bing 218
  - Google Adwords 218–219
- payment 177
  - accepting online 177
  - service provider 176
  - storing details 94
- PayPal 177–184
  - accepting donations 181
  - Button Factory 180
  - convert currencies 177
  - creating an account 179
  - subscriptions 181
Website Payments Pro 178
PDFs 40, 45
   linking to 84
photos
   compression 46–47, 88
   sharing using Flickr 190
   slideshow 154
   stock photography 43
   using 44
PHP/MySQL 15, 178, 203
   Wordpress 195–200
pictures. See images
Pixton 45
placing search terms 214–215
planning your website
   content 38–39
   market research 26
   purpose 24
plug-ins
   Flash 159, 166
PNGs 46
pop-up blockers 152
pop-up menu 70, 198
popular products 79
positioning 126
printer-friendly pages 130
process map 77
product categories 74
promoting your site 210–222
   email newsletters 222
   email signature 221
   Twitter 222
property, CSS 110
publishing your site 206–207
radio buttons 94
random content 153
ranking in search engine 210
recommendations 187
resizing images 47
responding to users
   in Javascript 142
revealing content 144
RGBA 113
robots.txt 224
rowspan 92
RSS 222
sans-serif 114
scanner 42
screen sizes 12–13, 51, 62
scripting languages 15
search engine, adding to your site 80–81
search engine optimization. See SEO
seasonal messages, display 150
selectors 110, 120–121
select menus 94
selling online. See ecommerce
SEO 210–217
   Google Adwords 210
   Google Keyword Tool 212
   how people search 211
   keywords 211
   placing search terms 214–215
   qualifiers 211, 213
   ranking 210
   researching key phrases 212
   search and replace 169
   spiders 217
   submission 217
   top tips 216
   serif 114
server logs 224
qualifiers, search engine 211, 213
Share button 189
shopping cart 66, 178–184
showing and hiding content
  in Javascript 144
  in jQuery 156
sidebars 66
sIFR 115
Silverlight 15
SiteCatalyst Netaverages 52
sitemap 28–29, 67
Sitemeter 228
site metrics. See web analytics
slideshow, photo 154
social features 186–192
  Adding a ‘Share This’ Box 189
  adding comments 191
  business case for 186
  Facebook integration 187
  Flickr for photos 190
  forum 186
  interaction vs moderation 186
  moderating comments 192
  Twitter integration 188
souvenirs, creating 222
span tag 118
spiders 217
sprites, CSS 46
Spry 174
stage, Adobe Flash 160
staging server 203
Statcounter 228
stock photography 43
style sheets 111
  adding 104
  different media 130
  style conflict 111
styling text. See text, styling
subheadings 56
  using 67
submitting your site
  Google, Bing and Yahoo 217
subnavigation 69
subscriptions, accepting 181
suggestions, adding 79
surveys 229–230

Getsatisfaction survey 192
implementing improvements 231
Survey Monkey 229–230
symbols (HTML codes) 105
symbols (icons) 72–73
syndication 221

tabbed navigation 66–68
tables 90–92
  adding stripes 156
  ensuring accessibility 101
  for layout 92
  headings 90, 91
  HTML reference 106
  spanning rows/columns 92
  using for layout 92
tagline 75
tags 86, 100
  adding classes 120
  HTML reference 105
  meta tags 104
  tag cloud 79
testing 86, 203–205
  case sensitivity 203
  shopping cart 184
  staging server 203
  usability testing 205
text 86
  styling 100, 114–115, 132
text editor 86
text entry 94
textarea 94, 98
textbox 94, 96
text box checking 148
thumbnails 47
timeline, Adobe Flash 160
toggle visibility
  in Javascript 146
  in jQuery 156
tools
  HTML and visual editors 169
Index

HTML validation 102
Microsoft Word 168
PayPal Button Factory 180
PayPal payment suite 178
touch screen devices 12, 71, 84
transactions 176
transparent images 46
Twitter 25, 222
  integrating on your site 188
tweet button 188
typography. See fonts

U

unique visitors 227
units of measurement
  CSS 116
updating your site 208
URLs 32
usability testing 205

V

value, CSS 110
variable content design 52
video 14,
  15, 19, 24, 28, 38–39, 75, 210, 222
  adding using Flash 161
visitors. See web analytics
visual editors 170

W

W3C standards 102
web analytics 224–231
  bandwidth 227
  Facebook 187
  hits 227
metrics 227–228
server logs 224
unique visitors 227
Web Content Accessibility Guidelines (WCAG) 20
web designers 35–36
widgets browser 173
windows
  open new in Javascript 152
tips for opening 84
Wordpress 36, 189, 192, 195–200, 203
  add a post 199
  add pages 198
  manage comments 192, 200
tagging posts 199
theme 197
wrapper 118
writing for the web 40–41

X

XHTML 88

Y

Yahoo 210, 217
  Yahoo Media Player 158
  Yahoo User Interface CSS 131
YouTube 161

Z

z-index 126
Zen Garden 109
Why choose this book?

It’s written in plain English
Put off by the jargon? Don’t worry, we keep things straightforward.

It’s easy to follow

It’s fully illustrated
We don’t just tell you how to do it, we also show you how.

It’s in full color
This book’s printed in color to make it simpler to use and easier on the eye.

And it’s fantastic value
Do we need to say any more?

There are literally millions of websites on the Internet, but most are ugly and ineffective. So how do you create a site that looks good and makes money?

Web Design in easy steps guides you through the process of creating a website from planning to search engine promotion, explaining everything you need to know in plain English.

This proven guide, now in its 5th edition, is updated with even more design tips and instructions on making your website exciting and effective. Also covers HTML, CSS, CMS, Javascript, Flash, Dreamweaver and Ecommerce to get you started.

£10.99 UK / $14.99 US / $16.95 CN


Let these icons make it even easier

Wherever you see one of these icons you know there’s a handy tip to spice up your learning, flag something to remember or ward you away from potential dangers.

“’The simple explanations and practical uses deserve applause.”

Computer Active
Refers to this series

www.ineasysteps.com